

Abstract of the Disclosure

[0077] Systems and Methods for an interactive television application are implemented to have data collection features. Data may be collected on acts
5 that occur to interface a user and the interactive television application that has been implemented on user equipment. The acts may be discrete acts such as user key entries on a remote control, displays that are generated by the interactive television application,
10 channels changes, etc. Duration information may be recorded. A data record may be generated for each discrete act. Data records may be in a format that is compatible with conventional database applications.